SAVE A LIFE E-WASTE AWARENESS CAMPAIGN

MIXEDGREENS
Environmental Marketing Solutions
THE TEAM

Agency Team

Amanda Callahan, Strategic Planner
Carla Hollingsworth, Production Manager
Sebastien Klein, Senior Art Director
Mandy Yan Liu, Media Planner
Jessica Perrone, Market Research Specialist
Sanam Petri, Senior Copywriter
Talli Pinhasi, Creative Director
Shondra Temple, Account Director
What is E-Waste?
“Electronic equipment that is no longer useful as originally intended, but can be reused or recycled into a new product.”

Who is involved?
Countries
Companies
Organizations
Recycling properly will reduce the amount of toxins going into the environment

Preventing future generations from having to deal with this problem

Reusing electronics is more economical and affordable

Global problem, everyone has to work together
SWOT-WEAKNESSES

- Ignorance regarding the E-Waste problem
- Hard to measure if E-Waste is being “properly recycled” or just dumped
- Technology is being updated at a rapid rate
- Possible theft of hard drives and personal information when computers are being recycled or reused
Will generate thousands of new jobs in various sectors

Engineers and manufacturers will have a new project to work on, e.g. finding a way to make environmentally friendly electronics

The U.S. has the capability to influence actions of other countries

Companies who participate in e-cycling will be helping the environment, as well getting good PR
SWOT-THREATS

- Regulations of environmental and labor laws in other countries cannot be enforced, causing harm to workers’ health and environment.
- Consumers always want the latest or newest model.
- Manufacturers will always want to make money and will continue to put out new electronics.
STAKEHOLDER SELECTION

Government
- Pass laws
- Enforce laws
- Manage international laws and groups

Companies
- Lobby for laws
- Donate to campaigns
- Produce products brought to market

Consumers
- Lobby for new laws
- Join influential organizations
- Purchase decisions
- Buyer behavior
- Join influential organizations
Types of Electronics Used:
Desktop computer, cell phone, iPod, HDTV & digital camera

Are you aware of E-Waste? No

Media Habits:
What types of media do you use?
TV, Radio, Online, & Magazines

How often do you use each medium?
Daily

Any specific networks or publications?
MTV, FOX, Teen People, Sports Illustrated, KISS Radio
Types of Electronics Used:
Laptop, PC, cell phone, iPod, HDTV, Blackberry, digital camera & stereo

Are you aware of E-Waste?  No

Media Habits:
What types of media do you use?
TV, Radio, Online, Magazine, Newspaper

How often do you use each medium?
Daily

Any specific networks or publications?
FOX, U.S. Weekly, WB, NBC, ABC, local newspapers, XM radio
Types of Electronics Used:
Laptop, PC, cell phone, iPod, HDTV, TIVO & digital camera

Are you aware of E-Waste? No

Media Habits:
- What types of media do you use?
  TV, Internet, and sometimes magazines
- How often do you use each medium?
  Daily
- Any specific networks or publications?
  ESPN, US Weekly, EBay, specific television shows
COMMUNICATION OBJECTIVES

- Create awareness of the E-Waste problem
- Aid stakeholders in finding a solution
- Generate word of mouth buzz
- Leverage consumer insights to ensure communication is relevant
- Ensure that communication is interesting and innovative
- Gain prominence in the minds of the consumer
Multimedia, yearlong campaign (Jan-Dec 2007)
Employ crime as a metaphor to generate awareness
Use the “Save a Life” tag line and start button logo for consistency
Media flights capitalize on periods when consumers purchase electronics
Utilize a variety of media vehicles (TV, Print, Online and Guerilla)
Save a Life
Find out more about E-Waste

Appropriate disposal of electronic waste can save lives.
WWW.UN.ORG/SaveALife
MEDIA OBJECTIVES

- To reach 60% of the defined target market with a frequency of 4 times with the E-Waste message
- To geographically encompass the USA with heavy-up communication in key metropolitan areas
- To ensure that media waste is limited and budgets are utilized to their utmost potential
- To capitalize on new and innovative grassroots and experiential media vehicles
MEDIA STRATEGY

- Use traditional media for reach
- Use grassroots and experiential media for frequency and relevance
- Generate word-of-mouth buzz among peer groups
- Ensure media is appropriate for the integrity of the message
- Reach consumers at the ideal time to consume the message
- Minimize media waste
Percentage of budget allocated to each medium:

- **Print**: 39%
- **Online**: 26%
- **Guerrilla**: 2%
- **TV**: 33%
### Production Budget

<table>
<thead>
<tr>
<th>Service</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>$1,500,000</td>
</tr>
<tr>
<td>Print</td>
<td>$200,000</td>
</tr>
<tr>
<td>Website Development</td>
<td>$100,000</td>
</tr>
<tr>
<td>Online</td>
<td>$75,000</td>
</tr>
<tr>
<td>Guerilla</td>
<td>$125,000</td>
</tr>
</tbody>
</table>

### Media Budget

<table>
<thead>
<tr>
<th>Service</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>$3,413,000</td>
</tr>
<tr>
<td>Print</td>
<td>$4,054,000</td>
</tr>
<tr>
<td>Online</td>
<td>$2,733,000</td>
</tr>
<tr>
<td>Guerilla</td>
<td>$132,000</td>
</tr>
</tbody>
</table>

Total = $12,333,000
Utilize primary research to determine the level of E-Waste awareness during and after the campaign
- Track the number of website hits
- Monitor the website pages visited by unique visitors
- Monitor the locations of website visitors (by zip code)
- Record the number of attendees at events
- Record the number of participants in online contests
- Survey other stakeholders, such as the government, to determine if consumers are leveraging their influence
GLOBAL ASPECT
CRIME IS A UNIVERSAL METAPHOR

- **TV**
  - Voiceover → easy to change language
  - Variety of ethnic groups represented
  - Alley is not country specific

- **Print**
  - Use of product images, not people
  - Easily translatable

- **Web site**
  - US based but easily adaptable

- **Experiential/ Guerilla Media**
  - Events can be executed in other cultures, etc.
The Next Steps

- Prepare creative for launch in additional global markets
- Analyze the results from post campaign primary research
- Determine objectives and strategy for 2008 E-Waste campaign